

later time specified by the user. In order to ensure that the user is prepared to receive the call when scheduled, the user is first connected to an automated recording asking if the user is ready. If the user is not ready, the call can be canceled. If the call is accepted, the system connects to an agent and then bridges the existing call with the call to the agent.

[0042] Although the above has been described in terms of a communication between the system and a browser 210, in an alternate embodiment, the system communicates with a target program that is not a browser 210. In that alternate embodiment, the target program and the system communicate, preferably through DDE messages. In one such embodiment, the system communicates with Adobe Acrobat or Microsoft Word to retrieve a document or company identifier that corresponds to the document being viewed. For example, after having downloaded a tax form from the IRS web site, a tax-payer may have questions about how to fill-out the form. The tax-payer, therefore, can call the IRS's hotline.

[0043] If the document or company identifier is a site's name, then processing can proceed as described above. If instead the identifier is the number to be called directly, then a voice connection can be established without interacting with a remote name-to-number server.

[0044] Obviously, numerous modifications and variations of the present invention are possible in light of the above teachings without departing from the spirit of the present invention.

Claims

[c1] /, A computer program product, comprising: a computer storage medium and a computer program code mechanism embedded in the computer storage medium for causing a voice communications channel to be opened between a user-side and an information provider-side, the computer program code mechanism comprising: a

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first computer code device configured to obtain an identifier corresponding to electronic information being displayed to a user; a second computer code device configured to convert the identifier into a telephone number corresponding to a location at which a provider of the electronic information can be contacted; and a third computer code device configured to dial the telephone number.

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- [c2] 2. The computer program product according to claim 1, wherein the first computer code device comprises a fourth computer code device configured obtain a Uniform Resource Locator corresponding to a Web page being displayed to the user.
- [c3] 3. The computer program product according to claim 1, wherein the third computer code device comprises a fourth computer code device configured to control a telephone switch to dial the telephone number.
- [c4] 4. The computer program product according to claim 1, further comprising a fourth computer code device configured to establish a voice-over-IP connection between a computer of the user and the information provider-side.
- [c5] 5. A computer-implemented method comprising: obtaining an identifier corresponding to electronic information being displayed to a user; converting the identifier into a telephone number corresponding to a location at which a provider of the electronic information can be contacted; dialing the telephone number; and requesting that a voice communications channel to be opened between a user-side and an information provider-side.
- [c6] 6. The method as claimed in claim 5, wherein the step of obtaining comprises obtaining a Uniform Resource Locator corresponding to a Web page being displayed to the user.

[c7] 7. The method as claimed in claim 5, wherein the step of dialing comprises controlling a telephone switch to dial the telephone number.

[c8] 8. A The method as claimed in claim 5, further comprising establishing a voice-over-IP connection between a computer of the user and the information provider-side.

[c9] 9. A The method as claimed in claim 5, further comprising establishing a voice-over-IP connection between a computer of the user and the information provider-side across a Wide Area Network.

[c10] 10. A The method as claimed in claim 5, further comprising establishing a voice-over-IP connection between a computer of the user and the information provider-side across the Internet.

[c11] 11. A telecommunications system comprising: a receiver configured to obtain an identifier corresponding to electronic information being displayed to a user; a converter configured to convert the identifier into a telephone number corresponding to a location at which a provider of the electronic information can be contacted; and a dialing circuit configured to dial the telephone number to establish a voice communications channel between a user-side and an information provider-side.

[c12] 12. The telecommunications system according to claim 11, wherein the receiver comprises a receiver configured obtain a Uniform Resource Locator corresponding to a Web page being displayed to the user.

[c13] 13. The telecommunications system according to claim 11, wherein the dialing circuit comprises a telephone switch controller to dial the telephone number.

[c14] 14. The telecommunications system according to claim 11, further comprising a communications interface configured to establish a voice-over-IP connection between a computer of the user and the information provider-side.

Figures